

Media Release

The Hon Ros Spence MP
Minister for Agriculture
Minister for Community Sport
Minister for Carers and Volunteers



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WOMEN'S SPORT REACHING NEW HEIGHTS IN VICTORIA

Women's sport is kicking goals with a new report released by the Allan Labor Government showing there was a surge in media coverage during the FIFA Women's World Cup 2023™, driven by the increased popularity of women's sport.

Minister for Community Sport Ros Spence today released *The Conversation of Sport* report, which examined more than 4,000 sports news stories throughout the tournament in July and August 2023.

The FIFA Women's World Cup was a historic women's sporting event with nearly 2 million attendees and 11.1 million Australians tuning in to watch Australia's semi-final against England – it was the largest viewing audience in the history of free-to-air ratings.

During the period of the FIFA Women's World Cup 2023, almost one in three sports news stories in Victoria was about women's sport, with one in five dedicated to women's football. The coverage of women's sport more than doubled compared to the year leading up to the tournament.

The report also showed that female journalists contributed a greater portion of news stories over the period, with 34 per cent of bylines compared to 27 per cent in the previous year.

Despite a significant uplift in coverage recorded during the FIFA Women's World Cup 2023, men were 18 times more likely to be asked for comment on women's sport compared to women commenting on men's sport (excluding athletes).

This new research demonstrates the importance of initiatives like the *Change Our Game Women in Sports Media Program*, which supports women to progress their careers in sports media and has helped more than 100 women since 2020.

As set out in *The Conversation of Sport* report, achieving greater gender balance in sports media is key to breaking down barriers for women and girls to get involved in sport – from the player and club level, to the board room.

To find out more on *The Conversation of Sport* and the 2024-25 *Change Our Game Women in Sports Media Program*, visit changeourgame.vic.gov.au/insights/FIFA-Womens-World-Cup-2023.

Quote attributable to Minister for Community Sport Ros Spence

"The more women role models young women see, the more opportunity we create for them. We want young women to know that a career in sport is a genuine option for them – from a professional player, a role at the club, in sports media, or a board room position."

Quote attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"Australia fell in love with the Matildas during the FIFA Women's World Cup 2023™ – we are building on that momentum and making sure Victorians have more opportunities to see world-class women's sport in the major events capital."

Quote attributable to Minister for Women Natalie Hutchins

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"This report into the FIFA Women's World Cup 2023 is further evidence that there is a growing interest and fanbase in women's sport, it is good to see the media coverage reflecting the public's interest in the Matildas who are many girls' heroes."

Quote attributable to Director of the Office for Women in Sport and Recreation Sarah Styles

"We encourage the media to build on this momentum and continue to elevate the coverage of women's sports. Increased media coverage ensures that the talent, achievements, and stories of women athletes are celebrated year-round, fostering lasting change in the sporting world."

Quote attributable to Football Australia CEO James Johnson

"The FIFA Women's World Cup 2023 has set a new benchmark for the visibility and popularity of women's sport in Australia. The tournament showcased the power of inspiring female role models and highlighted the growing appetite for women's football across the nation. Football Australia is committed to ensuring this momentum continues, creating more opportunities for women and girls to participate, engage, and thrive in the sport."

Quote attributable to Football Australia General Manager of Women's Football Carlee Millikin

"The FIFA Women's World Cup 2023 reinforced the transformative impact of representation in sport. The ability for women and girls to see themselves in the Matildas and connect with their stories has been pivotal, not just for female participation, but also in shaping broader societal perceptions. This visibility empowers the next generation of players, coaches, referees, administrators and fans, inspiring them to dream big."